Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

### Duties

Graphic designers typically do the following:

* Meet with clients or the art director to determine the scope of a project
* Advise clients on strategies to reach a particular audience
* Determine the message the design should portray
* Create images that identify a product or convey a message
* Develop graphics for product illustrations, logos, and websites
* Select colors, images, text style, and layout
* Present the design to clients or the art director
* Incorporate changes recommended by the clients into the final design
* Review designs for errors before printing or publishing them

Graphic designers combine art and technology to communicate ideas through images and the layout of websites and printed pages. They may use a variety of design elements to achieve artistic or decorative effects.

Graphic designers work with both text and images. They often select the type, font, size, color, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a print or webpage, including how much space each will have. When using text in layouts, graphic designers collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables. Through the use of images, text, and color, graphic designers can transform statistical data into visual graphics and diagrams, which can make complex ideas more accessible.

Students interested in graphic design programs should take basic art and design courses in high school, if the courses are available. Many bachelor's degree programs require students to complete a year of basic art and design courses before being admitted to a formal degree program. Some schools require applicants to submit sketches and other examples of their artistic ability.

Graphic designers must keep up with new and updated computer graphics and design software, either on their own or through formal software training programs. Professional associations that specialize in graphic design, such as [AIGA](http://www.aiga.org/) and the [Graphic Artists Guild](https://www.graphicartistsguild.org/), offer courses intended to keep the skills of their members up to date.